

- 25 -

We claim:

1. A bleaching composition comprising:

- (a) an organic substance which forms a complex with a transition metal for bleaching a substrate with atmospheric oxygen, the bleaching composition upon addition to an aqueous medium providing an aqueous bleaching medium substantially devoid of a peroxygen bleach or a peroxy-based or peroxyl-generating bleach system,
- (b) between 0.001 to 3 wt/wt % of a perfume composition said perfume composition comprising at least 0.01 wt % of an aldehydic perfume, and
- (c) an antioxidant in the range from 0.0001 to 20 wt/wt %,
- (d) the balance carriers and adjunct ingredients to 100 wt/wt % of the total bleaching composition.

2. A bleaching composition according claim 1, wherein the antioxidant is selected from:

- (i) an phenolic antioxidant, the phenolic antioxidant present in the range 0.0001 to 3 % wt %; and,
- (ii) an amine antioxidant, the amine antioxidant in the range from 0.0001 to 20%.

- 26 -

3. A bleaching composition according to claim 2, wherein the amine antioxidant is an amine alcohol.

4. A bleaching composition according to claim 3, wherein the amine alcohol is selected from the group consisting of: 2-amino-2-methyl-1-propanol, tri-ethanol amine, tri-methanol amine, mono-ethanol amine, diethanol amine, and methylanthranilate.

5. A bleaching composition according to claim 2, wherein the antioxidant is a hindered phenol.

6. A bleaching composition according to claim 5, wherein the antioxidant is selected from the group consisting of: 2, 6-di-tert-butyl hydroxy toluene, α -tocopherol, Ethoxyquine and 6-hydroxy-2,5,7,8-tetra-methylchroman-2-carboxylic acid, and lignosulphonic acid.

7. A bleaching composition according to claim 6, wherein the antioxidant is 2, 6-di-tert-butyl hydroxy toluene.

8. A bleaching composition according to claim 1, wherein the antioxidant is ascorbic acid.

9. A bleaching composition according to claim 5 to 8, wherein the antioxidant is present in the bleaching composition in the range from 0.001 to 2 wt %.

10. A bleaching composition according to any preceding claim, wherein the bleaching composition is a liquid.

- 27 -

11. A bleaching composition according to any preceding claim, comprising between 0.1 to 2 wt/wt % of a perfume composition.

12. A bleaching composition according to any preceding claim, wherein said perfume composition comprises at least 0.1 wt % of an aldehydic perfume.

13. A bleaching composition according to claim 12, wherein said perfume composition comprises at least 1.0 wt % of an aldehydic perfume.

14. A bleaching composition according to claim 13, wherein the perfume composition comprises at least 5 wt % of an aldehydic perfume.

15. A bleaching composition according to any one of claims 1 to 9 and 11 to 14, wherein the bleaching composition is a solid bleaching composition.

16. A bleaching composition according to any preceding claim, wherein the aldehydic perfume is selected from the group consisting of: trifernal, lilial, citronellal, cyclosal, heliopropanal, zestover, aldehyde C12, tridecylidenaldehyde, cyclosia base, and octenal.

17. A method of bleaching a textile stain, comprising the steps of treating a substrate with the bleaching composition as defined in any preceding claim in an aqueous environment, rinsing the substrate and drying the substrate.